

**Subject:** Re: Re: Holiday planboundary="Apple-Mail=\_E55B3680-0DD6-4883-BD61-3CA8B72BBD97"  
**From:** "Dawn Eastin" <dawn@downtownnews.com>  
**Date:** 11/10/2016 02:26 PM  
**To:** "Henna Sherzai" <HSherzai@downtownla.com>

Is Carol's availability and the content decision specific for the story or your entire holiday plan approval?

*Dawn Eastin  
General Manager  
L.A. Downtown News  
1264 W. First St.  
L.A., CA 90026  
213-481-1448  
213-250-4617 fax*

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On Nov 10, 2016, at 2:18 PM, Henna Sherzai wrote:

Hi Dawn,

I won't have approval on our holiday plan until next Wednesday so not sure if that timing works. Would need to check in on Carol's availability and decide what content to feature. We won't have that done by end of next week.

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**From:** Dawn Eastin [mailto:[dawn@downtownnews.com](mailto:dawn@downtownnews.com)]  
**Sent:** Thursday, November 10, 2016 2:08 PM  
**To:** Henna Sherzai <[HSherzai@downtownla.com](mailto:HSherzai@downtownla.com)>  
**Subject:** Fwd: Holiday plan

Hi Henna,

Circling back to see if you would like to move forward or see if you want to see different options. I need to finalize the stories and set up interviews for next week if possible so we have enough time to write them and get it back to you for approval.

Dawn

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Begin forwarded message:

**From:** Dawn Eastin <[dawn@downtownnews.com](mailto:dawn@downtownnews.com)>

**Subject: Re: Holiday plan**

**Date:** November 9, 2016 4:11:41 PM PST

**To:** Henna Sherzai <[HSherzai@downtownla.com](mailto:HSherzai@downtownla.com)>

**Cc:** Michael Lamb <[michael@downtownnews.com](mailto:michael@downtownnews.com)>, Michael Filson <[MFilson@downtownla.com](mailto:MFilson@downtownla.com)>

Hi...thanks for the call today.

Based on your goal of driving traffic to [DowntownLA.com/Holiday](http://DowntownLA.com/Holiday) and making sure we get you included in the Downtown For The Holidays section I have put together the following. I have customized a package for the Holidays section to make sure you get a 2/3 page and the story in your \$7000 budget.

**Holiday Campaign**

- 1 article in the Downtown For The Holidays section (focusing on [DowntownLA.com/Holiday](http://DowntownLA.com/Holiday) and general features of the District)
- 2/3 page ad in our 11/28, 12/5 and 12/12 issue
- Logo on cover of Downtown For The Holidays section 12/5
- 1 social media (article) post during December
- 2 ads per week (11/28, 12/5 and 12/12) on our daily news e-blast - Top ad
- 1 ad per week (12/1, 12/8 and 12/15) Thursday Calendar e-blast

Daily news e-blast availability per week.

11/28 - Monday, Wednesday, Thursday & Friday (please pick two days that you want us to reserve)

12/5 - Monday & Thursday (since there are only two slots that week we will book both for you as soon as you give us the go)

12/12 - Wednesday, Thursday & Friday (please pick two days that you want us to reserve)

Let me know if you have any questions or would like to change or see other options.

Dawn

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On Nov 8, 2016, at 3:53 PM, Henna Sherzai wrote:

Hello!

In advance of the call tomorrow I wanted to share a couple of things. We have \$7,000 in the budget to advertise with the goal of driving traffic to [DowntownLA.com/Holiday](http://DowntownLA.com/Holiday). I know we'll want to run ads the week of 11/28, 12/5, and 12/12. I'm not sure this leaves any dollars for the incremental shopping guide but we can discuss tomorrow.

Thanks,  
Henna

**Henna Sherzai**  
Director of Marketing & Communications

[<image001.png>](#)

**Downtown Center Business Improvement District**

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Call: 213-416-7515 | Fax: 213-624-0858

Web: [DowntownLA.com](http://DowntownLA.com)

[<image002.jpg>](#) [<image003.jpg>](#) [<image004.jpg>](#)